

***NABARD INVITES CORPORATES TO
PARTICIPATE IN
ITS
Watershed Development Programme as
part of CSR.***



**NATIONAL BANK FOR AGRICULTURE
AND RURAL DEVELOPMENT**

Farm Sector Policy Department

Mumbai

Email: dpd.fs@nabard.org

NABARD is engaged in Natural Resource Management activities for more than two decades now. It has acquired experience and expertise in implementation of its flagship programmes like Watershed Development, Tribal Development etc.

Watershed Development Programme (WDP): Main features

- ✓ Being implemented for more than two decades
- ✓ Aim at holistic development through (i) Soil and Moisture conservation, (ii) increase in production and productivity of land, (iii) increase the income level of the farmers and (iv) support the livelihood activities of landless and women
- ✓ It is participatory in nature – community participation is must in implementation of projects – Participation normally by way of SHRAMDAN (labour)
- ✓ Implementation on the basis of Detailed/ Net planning and well defined expected outcome
- ✓ Projects are implemented through selected NGOs/ VAs/ PRIs etc.
- ✓ Resource Support Organisations (RSOs) are engaged for technical and hand holding support
- ✓ Based on social responsibility - adherence to social discipline like ban on tree cutting, free animal grazing, judicious use of available resources including water
- ✓ Each project normally covers an area of about 1000 ha.
- ✓ Being funded from Watershed Development Fund (WDF) which was created with initial support from (GoI) on grant basis
- ✓ Good scope for corporates to participate and meet their Corporate Social Responsibility norms on cost sharing basis

Project components of Watershed Development Projects:

- Soil and land management
- Watershed management
- Afforestation
- Pasture Development
- Agriculture Development
- Livestock management
- Rural Energy management
- Landless and Women Development
- Drudgery reduction and income generation activities
- Innovative initiatives
- Other activities which have direct and indirect effect in natural resource management.

All the activities are eligible to be treated as CSR spend under Schedule VII of the Companies Act, 2013.

In addition, scope for converging social sector activities like health, education, sanitation, drinking water etc., by the corporates under their CSR programme

Present status of NABARD's Watershed Development Programme (WDP):

- ❖ More than 600 projects completed
- ❖ More than 800 projects under various stages of implementation
- ❖ Area covered more than 17 lakh ha. – spread over in 18 states

- ❖ Huge potential – Top Priority accorded by GoI
- ❖ More than 60 projects are under implementation with cost sharing arrangements with Trusts/CSR wings of Corporates like ITC – RDT, Sir Jamshedji Tata Trust, Hand in Hand, Mahindra & Mahindra, Hindustan Unilever, JSW Steel, Balco, Ambuja Cement Foundation, Sri Ratan Tata Trust, Axis Bank Foundation, Lupin Foundation etc.

Impact of successfully completed projects:

The impact evaluation study of successfully completed projects was conducted by institutions like Central Research Institute for Dryland Agriculture (CRIDA), Hyderabad, Indian Institute of Soil and Water Conservation (IISWC), Dehradun, IRMA, State University Departments, various other agencies like Dhan Foundation, WOTR, IRA, BAIF etc. The major impacts recorded are summarised as under:

1. Increase in ground water recharge & availability of assured water. Reduction in soil erosion.
2. Increase in crop production, productivity & cropping intensity and additional area brought under cultivation.
3. Socio economic development of rural communities through income generation and livelihood enhancement activities.
4. Employment generation and substantial reduction in migration.
5. Social impacts like –assured source of income for landless poor, availability of drinking water, fodder availability, etc.

Benefits of the Cost sharing arrangements:

1. Synergy with NABARD, which is mandated for agriculture and rural development.
2. Pooling of expertise from different fields to share experiences so as to ensure coordinated efforts towards effective, judicious and equitable use of scarce resources
3. Holistic development of areas
4. Efficiency of private sector - added value to overall development of the region.
5. Multiplier effect with the available resources and coverage of wider section of the community under the project benefits.

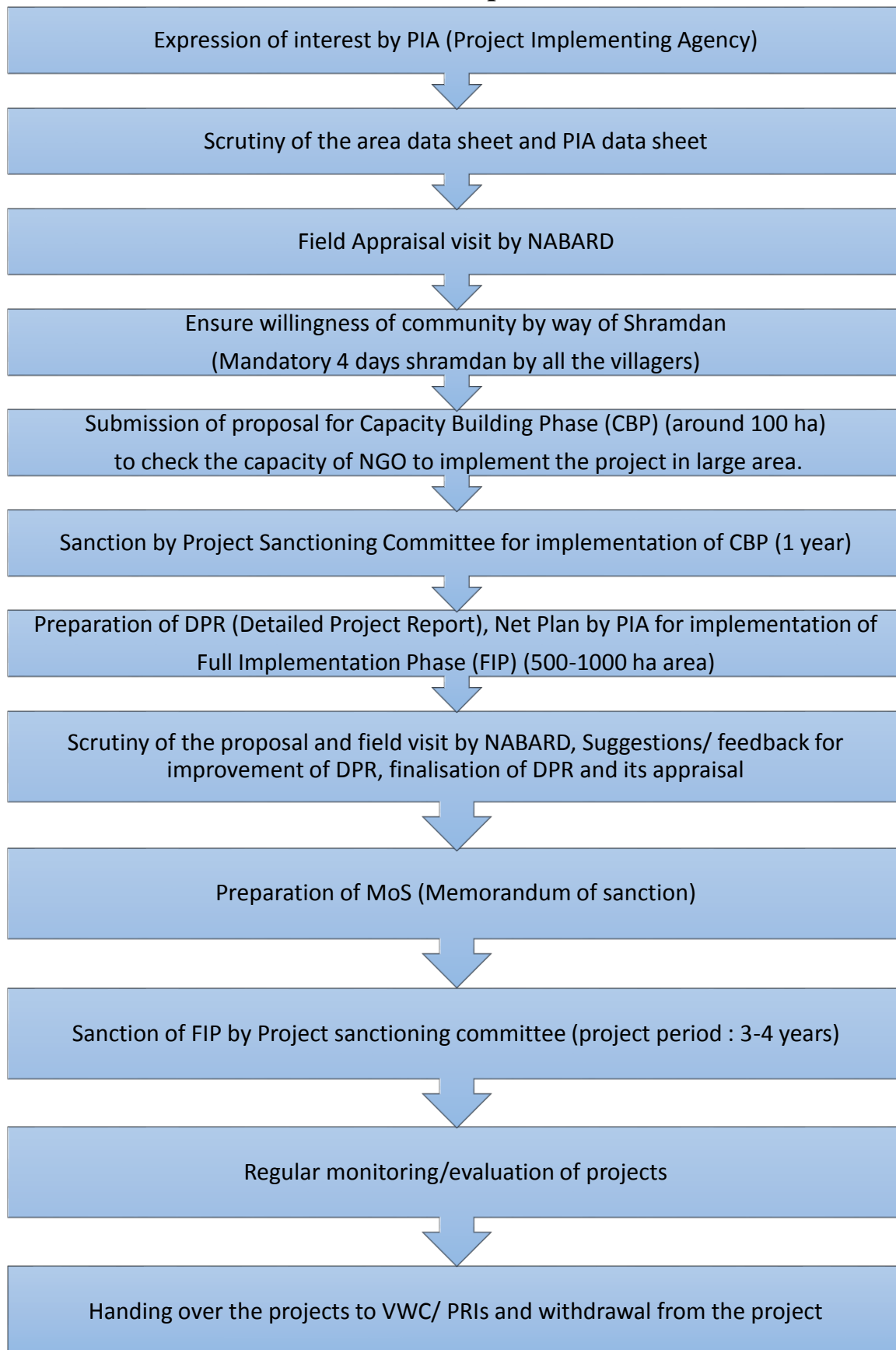
Monitoring and Evaluation:

NABARD ensures regular monitoring of the projects through its Regional Offices, District Development Offices and other stakeholders like RSOs. Impact/ mid-term evaluation studies are conducted internally as well as through well reputed third parties.

Solicit partnerships:

Interested Corporates may contact our Regional Office of concerned State where they are interested to join hands with NABARD in its WDP, for further details and formal engagements.

Flow of activities under watershed development



Watershed Structures



Contact details of NABARD Regional Offices

Sr No.	Regional Office	Contact Nos	Email
1	Andaman and Nicobar	03192237688,03192233308	portblair@nabard.org
2	Andhra Pradesh	04027613152	apro@nabard.org
3	Arunachal Pradesh	03602215967	itanagar@nabard.org
4	Assam	0361-2238006	guwahati@nabard.org
5	Bihar	06122223985,06122213584	patna@nabard.org
6	Chhattisgarh	07712888499	raipur@nabard.org
7	Goa	0832220490,08322420053	panaji@nabard.org
8	Gujarat	07927552782	ahmedabad@nabard.org
9	Haryana	0172-5046728	haryana@nabard.org
10	Himachal Pradesh	01772624373,01772624379	shimla@nabard.org
11	Jammu and Kashmir	01912472355	jammu@nabard.org
12	Jharkhand	06512361107	ranchi@nabard.org
13	Karnataka	08022225241,08022225244	bangalore@nabard.org
14	Kerala	04712323859,04712334940	trivandrum@nabard.org
15	Madhya Pradesh	07552464775,07552463341	bhopal@nabard.org
16	Maharashtra	02025541439,02025542090	pune@nabard.org
17	Manipur	03852416192	imphal@nabard.org
18	Meghalaya	03642503499,03642501518	shillong@nabard.org
19	Mizoram	03892340815	aizawl@nabard.org
20	Nagaland	03862235600,03862235601	dimapur@nabard.org
21	New Delhi	01141539353,01141539355	delhi@nabard.org
22	Odisha	06742374300,06742553884	bhubaneswar@nabard.org
23	Punjab	01725046700	chandigarh@nabard.org
24	Rajasthan	01412740821	jaipur@nabard.org
25	Sikkim	03592203015,03592204173	gangtok@nabard.org
26	Tamil Nadu	04428276088	chennai@nabard.org
27	Telangana	040 2768 5101	hyderabad@nabard.org
28	Tripura	03812224125	agartala@nabard.org
26	Uttar Pradesh	05222304530	lucknow@nabard.org
30	Uttarakhand	01352748611,01352740230	dehradun@nabard.org
31	West Bengal	03322267943	kolkata@nabard.org